



Abigaél Chayenne Straver

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UI/UX & Graphic Designer

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Zillennial UI/UX & Graphic Designer particularly skilled in creating easy-to-use component libraries, developing brand identities, and translating those identities into impactful campaigns and products. I enjoy managing multiple projects at a time, leveraging diverse sources of inspiration to deliver the best possible results. With a background in events, marketing, content, web design, and starting a Freelancers Collective, I thrive in collaborative environments and place high value on having creative sparring partners in my team. I'm always seeking opportunities to learn and grow, aiming to contribute meaningfully, make meaningful connections, and make an impact with my work.

Personal Healthfreak • Gymrat
Arts & Crafts lover
Green advocate • Dogperson
AI & Tech tooling geek

Tools & Skills Figma • Adobe Illustrator
Photoshop • Premiere Pro
Wordpress • GPT & Dall-E
Keynote / Google Slides • Canva
Basic HTML & CSS • Vector
Illustration • People Management

Solution-oriented, fast learner, social, loyal, not afraid to speak up or ask questions.

Recognitions Most Innovative
Creative Freelancer Network '23

By Innovation in Business | Media Innovator Awards [With ATA]

TNW T500 @ The Next Web '19 - '24

By The Next Web / TNW
[Top 500 digital minds in NL under 30 y/o]

Best Content Platform '22
Platform: Altijd ALDI

Nomination: Grand Prix Content Marketing Awards [With Wayne Parker Kent]

Experience

Senior Digital Designer
01/2023 - now | OpenUp B.V.

Key Responsibilities: Ensuring the Product Team has implementation-ready UX/UI designs for both the website's and the product's front- and backend; Visualizing concepts for the Marketing Team, making sure they are print- or post-ready, and guiding working students through the process; Ensuring the Content Team has access to the right tools, is properly onboarded, and can utilize a library of visual content and templates to enhance newsletters, blogs, and campaigns—while also providing support as they focus on and work towards their creative OKRs we set together.

UI / UX & Graphic Designer
09/2020 - 12/2022 | Wayne Parker Kent

Key Responsibilities: Consulting during the concept phase of web development projects for clients and visualizing these concepts. I was responsible for designing and implementing content platforms like Samsung & You for Samsung and Altijd Aldi for ALDI Nord. I also contributed to numerous campaigns, from (D)OOH to social media and print, for clients such as Bacardi Eristoff, Henkel, Mollie, KNRM, and Mediahuis. Additionally, I consistently supervised one or more interns or junior team members throughout these projects.

Global Head of Marketing & Communication
07/2019 - 01/2022 | BLU Hospitality Group

Key Responsibilities: Managing all online communication for three nightclubs (BLU Rotterdam, BLU Brussels, and BLU Dubai). Ensuring timely delivery of social media content plans; Overseeing content creation and providing artistic direction; Managing relationships with various stakeholders and leading multiple teams in different countries, including creatives, promoters, and marketers.

Marketing, Content & PR Manager
10/2016 - 07/2019 | ABE Club & Lounge

Key Responsibilities: Creating and managing the content planning. Coordinating with promoters and organizers on content development, distribution, and communication with guests. Serving as the main point of contact for all organizations and stakeholders. Responsible for communication with shareholders, press, local authorities, and other stakeholders regarding B2B activities, campaigns, and risk or crisis management. Additionally, I supervised multiple interns and junior team members.

Founder & Creative Freelancer
05/2018 - now | A-Town Agency (ATA)

As the founder of Creative Freelancers Collective ATA, I serve as both a freelance all-around designer and the person responsible for assembling the right team for larger projects, developing project plans, and maintaining strong communication with clients. My roles vary by project, ranging from project and account manager to art director or simply digital/graphic designer. Growing The Poké Maniacs from a single restaurant to a successful franchise with 5 locations within 1.5 years is one of my significant freelance accomplishments. Find more: atownagency.nl.

Education

BASc Communication & Multimedia Design
2016 - 2021 | Amsterdam University [Cum Laude]

+ Served a year on the board of the student association as 'Master of Media', completed a minor in Entrepreneurship at Utrecht University with a score of 10, and experienced a six-month study delay due to a broken knee from a ski trip (which is now titanium and thankfully works fine).

VET (nv4) Event Management
2015 — 2016 | MBO College Hilversum

+ Organized my own R&B club event on Tuesday nights for students in Amsterdam.

VET (nv4) Marketing, Sales & Communication
2013 — 2016 | MBO College Hilversum